

# EURAM 2020 EXHIBITORS' INFORMATION

# EURAM 20<sup>20</sup><sup>th</sup> YEAR

THE BUSINESS OF NOW: the future starts here

## 10-12 June

Trinity Business School Trinity College Dublin, the University of Dublin,  
Dublin, Ireland

**10-12 JUNE 2020**



For additional information, go to <http://www.euramonline.org/annual-conference-2020.html>

# ABOUT THE 20<sup>th</sup> EURAM CONFERENCE

## About the European Academy of Management (EURAM)

The European Academy of Management (EURAM) is a professional community of engaged management scholars and reflective practitioners - open, inclusive, international and cross-cultural.

EURAM places a strong emphasis on multidisciplinary theoretical perspectives and methodological pluralism, and promotes critical examinations of the historical and philosophical roots of management theory and praxis.

EURAM aims to enhance the quality of research, improve its relevance for responsible and effective practice, and contribute to the social and political discourse on management. EURAM is recognized as the academic association of management in Europe, becoming a reference for management scholars. EURAM has around 1400 members per year.

## EURAM Annual Conference

Every year, the EURAM annual conference takes place in a different city in Europe in June. The Doctoral Colloquium precedes each conference.

A university or scientific institution in Europe hosts the Annual Conference, which is a strategic way of achieving EURAM's objectives. Specifically, this helps in the continued evolution of an open, inclusive, international and cross-cultural EURAM community of engaged scholars. As such, EURAM supports scholars in designing, producing and disseminating higher quality and impactful research at each stage of their career. Moreover, it influences the development of management education and provides platforms and networks for the dialogue between scholars, reflective practitioners, and policy makers.

The EURAM Conference has been held in Lisbon (Portugal), Reykjavik (Iceland), Glasgow (Scotland), Paris (France), Warsaw (Poland), Valencia (Spain), Istanbul (Turkey), Rotterdam (The Netherlands), Tallinn (Estonia), Rome (Italy), Liverpool (UK), Ljubljana (Slovenia), Paris (France), Oslo (Norway), Munich (Germany), St Andrews (Scotland), Milan, (Italy), Stockholm (Sweden) and Barcelona (Spain).

## 20<sup>th</sup> EURAM Annual Conference (Dublin)

### About Dublin

Dublin was voted Europe's fourth most popular city break destination, behind London, Paris and Rome and is one of the friendliest capital cities in the world. Dublin's elegant Georgian architecture makes it one of Europe's most attractive capitals. Dublin is a relatively small and accessible city, small enough and safe enough to get around on foot, while the Luas tram system and the suburban rail system, the DART, provide excellent transport links throughout the city

Dublin is where you'll find many of the nation's treasures, housed in the city's galleries and museums and is where some of the most important events of Ireland were played out, most notably the Easter Uprising of 1916. Though the battle between the IRA and British Forces caused extensive damage to the O'Connell Street area of Dublin, (the bullet holes can still be seen on the General Post Office) this was one of the formative events of the Irish Republic.

Dublin was founded by Vikings during the 9th Century, who established a key maritime centre. The city and port continued to prosper over the centuries and with English dominance came the city's attractive 17th Century architecture. By the 18th Century, Dublin was second only to London as one of the largest cities of the British Empire. However by the start of the 20th Century, Dublin entered a long decline, which lasted until the economic turn around of the 1980s saw the Celtic Tiger breathe new life into Ireland's capital.

Dublin is a thriving cultural centre and boasts a great literary legacy with many luminaries of Irish literature such as Joyce, Shaw, Yeats, Wilde, Kavanagh and Beckett, being associated with the city.

Dublin's entertainments are legendary, from the boozy delights of the Guinness Storehouse and Temple Bar to more cultured nights at the theatre or dining in one of the city's fine eateries including five 'one Michelin star' restaurants and one two star eatery.

## Conference Theme: *The Business of Now: the future starts here*

In the 21st century environment, university business research has been very effective in highlighting the issues that need to be addressed by management ranging from disruptive technologies; to potential environmental catastrophe; to social inclusion; to ethical business and ultimately to the sustainability of free markets and their ability to deliver the social and economic goals that were assumed integral to the liberal capitalist system of the last Century. Business researchers have a key role to play here as managers turn to them both for thought leadership and for the latest research findings to guide leaders to make timely decisions to overcome these challenges facing business and society.

To this end, we are in the 'Business of Now' responding to the immediacy required by business and society. We need to help solve the managerial tension between the present and future. Indeed, the Business of Now is a request from future generations to help guide the managers and leaders of today to: address climate change before it is too late; to be able to turn the futuristic visions of markets and new technologies into practical options for the business of today which will provide a platform for the future which best serves society; to make decisions today that will not just respond to market forces but shape them so that they serve business and society in a more inclusive and sustaining manner; and ultimately to provide the template for business serving intergenerational stakeholders where managers create, rather than plunder the wealth and opportunities of future generations.

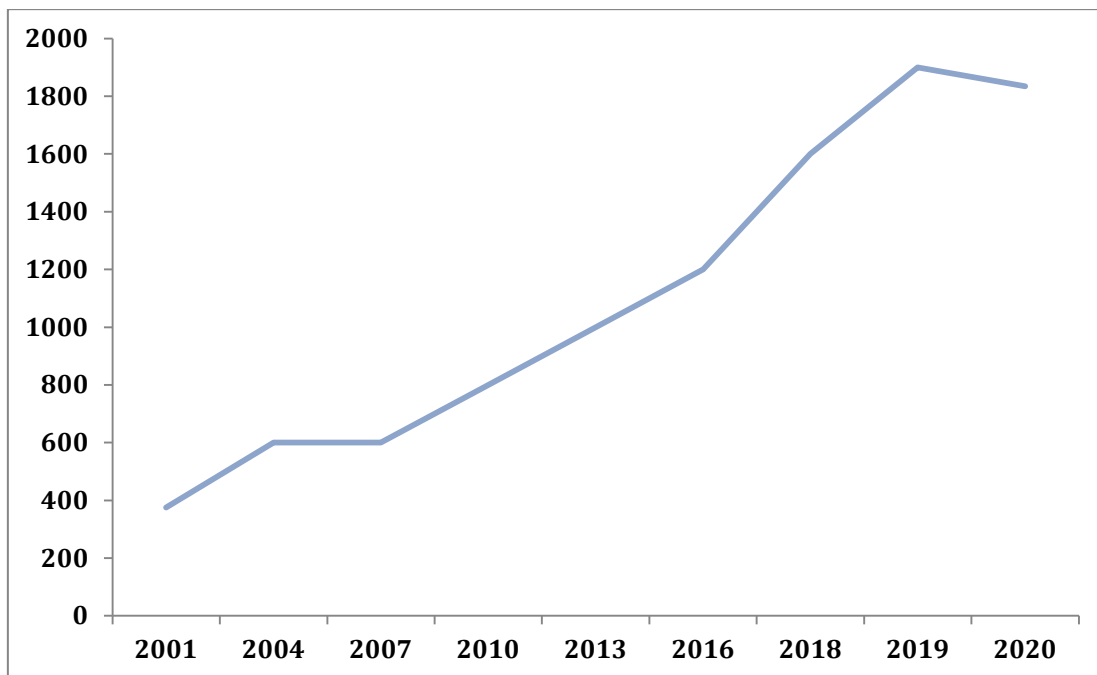
So we are at a pivotal point in our history in terms of needing to make urgent decisions to safeguard the environment. We also need to set a blueprint for business management that will enable society to benefit from technological progress and free markets. In keeping with earlier conference themes concerned with the relevance of research for business, the EURAM 2020 conference seeks to propel, nurture and disseminate research which addresses the Business of Now!

It is timely that we are addressing an inter-generational research topic in 2020 when EURAM is celebrating its 20th anniversary and so nearly embracing a full generation of management scholars. So join us in Trinity Business School's new state of the art building on Trinity College, Dublin's 400 year old stunning campus, at the centre of the vibrant European City of Dublin.

## Who attends the EURAM Annual Conference?

The EURAM Annual conference is a meeting place for more than 1,400 academicians and practitioners, from all over the world, comprised of professors, Ph.D. students & assistants, and practitioners. As shown below in the graphic, the EURAM membership as of 2020 reached 1,835.

**EURAM MEMBERSHIP 2001-2020**



Approximately 10% of EURAM members are from non-European countries while 750 members are from Germany, Italy, Spain, France, and the UK representing the five countries with the highest membership.

# EURAM Exhibition Packages

## Exhibitor Package at EURAM 2020 Annual Conference

Exhibitor stand options	Standard fee (€)	Earlybird discount fee* (€)
Stand in the area close to the coffee breaks, including complimentary advertisement of ¼ page in the EURAM 2020 Conference Programme and two complimentary passes for stand managers (Wed-Fri)	1,300	1,040
Upgrade to advertisement ½ page in the EURAM 2020 Conference Programme	1,450	1,160
Upgrade to advertisement 1 page in the EURAM 2020 Conference Programme	1,600	1,280
Two stands including advertisement ½ page in the EURAM 2020 Conference Programme	2,000	1,600
Satellite table in the lunch area (i.e. exhibitor table in the lunch area during the lunch-time)	+200 (per day)	+160 (per day)
<b>VIP EXHIBITOR OPTION</b> Two stands including 1-page advertisement in the EURAM 2020 Conference Programme, one insert in the delegate bags and a satellite table in the lunch area (two days)	2,500	2,100
<b>ADDITIONAL OPPORTUNITIES</b>		
Inserts for the delegate bags when an exhibitor stand is purchased	150 (price per insert)	140 (price per insert)
Books ONLY (5 titles max.) to be displayed at a common table located at the publishers area	125 (price per title)	115 (price per title)

\*Early Bird Discount Fee applies if you book your Exhibitor Stand by Friday 3 April 2020.

## Detailed information for exhibitors

Each Exhibitor booking includes the following:

- One long covered table (0,9 x 1,8 x 0,76 m) (six feet) plus 2 chairs;
- General lighting, power and wireless connection to the internet; In Ireland the standard voltage is 230 V and the frequency is 50 Hz. You can use your electric appliances in Ireland, if the standard voltage in your country is in between 220 - 240 V (as is in the UK, Europe, Australia and most of Asia and Africa).

- Two complimentary passes for stand managers (which includes refreshments and lunch). Additional badges may be purchased for €50 each (max. two additional badges per exhibitor);
- Dedicated exhibitor page on the EURAM 2020 conference website with your organisation's name and logo, enabling you to target your communication to delegates;
- Pre-conference publicity as an exhibitor;
- Branding at the Conference i.e. your organisation's name and logo on the signage as an exhibitor;
- Acknowledgment in the EURAM 2020 Conference Programme as an exhibitor (printed and online)

## Other Information

**Venue information** - The exhibition floor plan will also be circulated around April 2020. The exhibition area will be located at the Trinity Business School, close to the coffee break area: delegates going to the plenary sessions and the meeting rooms will pass the exhibition space.

**Logistics** - Instructions on where to send the display items will be sent to you upon receipt and confirmation of your booking form. Any materials you wish to be returned must be sent back by your organisation.

EURAM will provide on its website information useful to exhibitors regarding logistics issues (e.g. administrative requirements for shipments and delivery processes).

**Allocation process for exhibitor space** - Exhibitors who also sponsor EURAM will have priority in selecting their space. The remaining spaces will then be open to all other exhibitors. The key contact in your organisation will be notified by email when the allocation process for exhibitor space is open. The space allocation will operate on a first-come basis.

**"Books Only" option** - Exhibits will be offered to exhibitors who would like to have books and other titles on display but are unable to attend the Annual Conference. The cost is €125 per title with a maximum of five titles allowed per publisher/author. You may send copies to give away, or "Display Only" copies. You may send as many order forms, brochures, and/or catalogues as necessary. Order forms must include a fax number where attendees can send filled out forms. EURAM is not responsible for returning completed order forms. Instructions on where to send the materials will be sent to you once your payment is processed. We will ensure as best as possible that an ample supply is available during exhibition hours. At the end of the Annual Conference, the display books will be donated to charity. If you require items to be returned, you must provide shipping supplies and instructions with your materials. EURAM is not responsible for the loss or damage of materials

**\*\*\* Please note that the exhibition space chosen by exhibitors during the space allocation process is not guaranteed until full payment has been received by EURAM \*\*\***

**Exhibitor badges** - The payment for each exhibitor stand will include two complimentary passes for stand managers. Additional badges for stand managers may be purchased for 50€ each. Exhibitor registration will be onsite at the main conference registration desk. Exhibitor badges will be provided at that time. Exhibitor representatives will not be permitted to enter the exhibition area without a valid exhibitor badge.

Exhibitor personnel are welcome to attend all EURAM sessions as a "regular" attendee except in cases where there are additional charges, e.g. get together activities, social dinners, gala dinner.

**Raffles** - A great way to promote exhibitors and to attract delegates to come to the exhibits area is to hold daily raffles during the coffee breaks. Exhibitors are encouraged to donate prizes/gifts to be raffled off during those times.

**Installation and dismantling of Exhibitor Space** - Exhibitors may set up their display stands on Tuesday 9 June 2020 from 14:00 pm. All exhibitor stands must be dismantled on Friday 12 June 2020 from 16:30 onwards.

**Security and Liability** - EURAM and Trinity College Dublin will take special precautions to safeguard each exhibitor's property during the Conference. However, EURAM specifically disclaims any and all liability. Exhibitors assume all responsibility and liability for their property, personnel, and employees. Exhibitors should insure their exhibits and display materials.

**Purpose Clause** - EURAM reserves the exclusive right to determine the relevance of the organisation's product and refuse a prospective exhibitor the right to exhibit. The organisation has to offer a product or service of specific value to EURAM members.

**Payment** - Once you have made a booking, you will be issued an invoice for the full amount. Full payment will be required within 30 days and in any case always before the Conference starting day (10 June 2020).

**Cancellation Policy** - All cancellations must be made in writing to EURAM. EURAM shall retain:

- 50% of the exhibitor fee if cancellation is received less than one month prior to the Conference
- 100% of the exhibitor fee, if the cancellation is received by EURAM less than two weeks prior to the Conference.

EURAM assumes no responsibility for having included the name and information of the cancelled exhibitor in the Conference Programme or any other materials. EURAM also reserves the right to amend the exhibitor stand plan if required by the host venue for logistical or safety reasons. The exhibition area will be based in the main breakout area



where the coffee breaks are served, thus being in the centre of the Conference’s socialising and networking activities and will also ensure a good level of footfall and delegate engagement throughout the event.

### Important Dates for Exhibitors

Date		Event
15 March	2020	Floor plan available will be available
3 April		Early bird registration as an exhibitor
13 May		Deadline to be listed in the printed program as an exhibitor or sponsor
13 May		Deadline for purchasing exhibit space
21 May		Deadline for payment of exhibit
9 June		Check in and setup starts
10 June		Exhibit Area opens to all attendees
12 June		Exhibits Area closes and booths are dismantled for check out

For additional information, go to <http://www.euramonline.org/annual-conference-2020.html>.

### SPONSORSHIP / PUBLISHER AREA APPLICATION FORM

Organisation Name :  
 Address :  
 Phone :  
 Fax :  
 Contact Person(s) :  
 Mobile Phone Number :  
 Email :  
 Notes :  
 Invoice Details :  
  
 Sponsorship Type : .....  
 Sponsorship Fee : .....

## Payment Form:

Bank Transfer ( Please attach a copy of the bank draft to this form)

Account Name: Dekon Kongre ve Turizm Hiz.A.Ş.

Bank Name: T.Garanti Bank A.S.

Branch Name / Code: Bogazici Ticari Branch - 1666

Swift No: TGBATRISXXX

IBAN No: TR64 0006 2001 6660 0009 0844 07

Credit Card Payment

VISA     Mastercard

Name of Cardholder :

Card Number : ..... ( 16 digits)

Expiry Date : ..... / .....

CVC Number : .....(last 3 digits on signature panel)

Date :

Signature: